

SENATE JOINT RESOLUTION 789

By Bunch

A RESOLUTION to honor and congratulate the Mayfield Dairy on the occasion of its 100th anniversary.

WHEREAS, from time to time, the members of this General Assembly recognize and pay homage to those venerable historical Tennessee businesses that have reached milestones in their illustrious history; and

WHEREAS, the Mayfield Dairy in Athens is one such revered business that has attained its 100th year of operation; and

WHEREAS, in 1910, T.B. Mayfield purchased forty-five Jersey cows and began delivering milk to his hometown of Athens, launching what would become one of the southeast's leading dairy brands; and

WHEREAS, since then, with three generations of the Mayfield family always staying on the cutting edge of innovation and maintaining the highest standards in taste, Mayfield Dairy has become synonymous with top-quality milk and dairy products; and

WHEREAS, in 1923, the milk plant expanded when T.B. Mayfield bought a small ice cream business and, using cream from his Jersey cows, started selling ice cream on the town square; and

WHEREAS, drawing from this outstanding success, Mr. Mayfield went on to open the first pasteurized milk plant between Chattanooga and Knoxville, inspiring partnership with many local dairy farmers; and

WHEREAS, after the untimely death of T.B. Mayfield in 1937, his sons, Thomas B. (Tom) Mayfield III and C. Scott Mayfield, Sr., took the helm of the family operation; and

WHEREAS, inspired by a visit to the International Dairy Equipment Show, Tom Mayfield mortgaged the family farm in 1948 in order to break ground on what would become the most

modern milk plant in the southeast, equipped with the latest in advanced technology to bring the best milk and dairy products to customers; this new facility opened in 1950; and

WHEREAS, always mindful of putting quality first, Tom Mayfield made yet another innovative decision upon attending the 1955 International Dairy Equipment Show when he purchased the piece of equipment now known as the Aro-Vac Vacuum System; Mayfield became the first dairy in the country to use this process that, combined with the dairy's famous yellow jug, ensures Mayfield milk always has a fresh, consistent flavor; and

WHEREAS, today, Scottie and Rob Mayfield make up the third generation of the Mayfield family who help oversee the dairy's operations; under their leadership, Mayfield Dairy Farms has continued to expand, offering a full line of quality milk, cultured, and ice cream products in nine southeastern states; and

WHEREAS, Mayfield Dairy has milk plants in Athens, Tennessee, and Braselton, Georgia, as well as ice cream plants in Athens and in Birmingham, Alabama; and

WHEREAS, though the company sells close to 70 million gallons of milk and 30 million gallons of ice cream annually, its focus remains the same as it was in 1910: to deliver fresh, great-tasting products that the customers love; and

WHEREAS, the Mayfield Dairy is a historic Tennessee landmark; a family-run business operated by stellar individuals who work daily to better their community, the Athens plant exceeds the standards of good business practices and serves as an exemplar of a community-based business that unites citizens around tradition and family values; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED SIXTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we hereby honor and congratulate the Mayfield family and the hard-working employees of the Mayfield Dairy, extend to them our gratitude for their exceptional business practices and community involvement, and join with them in celebrating 100 years of service to the people of Athens and this great State.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.